

QP CODE: 26801764



Reg No :

Name :

INTEGRATED M.Sc. DEGREE EXAMINATION, APRIL 2026

Eight Semester

INTEGRATED M.Sc. COMPUTER SCIENCE-DATA SCIENCE

ELECTIVE - ICSD8EB2 - BUSINESS INTELLIGENCE & ANALYTICS

2021 Admission Onwards

D66823BB

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. Define Datafication.
2. What is ETL?
3. What is information Gain ?
4. What are the applications of association rule mining?
5. Name the different types of Data Analytics.
6. Define Data Warehouse.
7. What is structured and Unstructured data give examples?
8. Name the different types of mining.
9. Differentiate public and private cloud.
10. What is social CRM?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Explain briefly the business intelligence and data mining cycle.
12. What are the components of Decision support system?
13. Explain the design principle of an ANN.
14. Define cluster and how it is represented.





15. Briefly explain any 4 major sources of big Data.
16. What are the applications of text mining in customer feedback analysis?
17. What are the major categories of business report used for managerial purposes?
18. What are the benefits of BI in ERP System?

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Explain the different data mining techniques used to generate insights from data.
20. Explain the advantages and disadvantages of association rule mining.
21. Explain in detail about the top Big data technologies.
22. Explain in Detail about Business performance management.

(2×5=10 weightage)

